



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

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## Kenya

### Promotion Opportunities

### Kenyan Agricultural Trade Fairs

### 2008

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**Report Highlights:**

Kenyan trade fairs do currently provide an acceptable venue for a limited number of U.S. agricultural products like planting seeds, livestock genetics, other intermediate products and some bulk commodities. However, U.S. food companies interested in exporting to east Africa should concentrate promotional efforts at the Gulf Food Show in Dubai, UAE where Kenyan food importers travel each year to learn about new products.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Trade Report  
Nairobi [KE1]  
[KE]

## Executive Summary

Nearly 500 exhibitors from more than 15 countries and 682,000 visitors participated in two Kenyan trade fairs, the 2008 Business Fair and the Nairobi International Trade Fair, held during September-October 2008. The two U.S. companies and the five local distributors of U.S. agricultural products, who participated in the 2008 Business Fair, reported a total of 5,600 new contacts and 58 contacts that might lead to new sales. Specifically, Monsanto established four new stockiest in Eldoret town and 2000 new contacts (farmers) while Agriculture Business Systems, Total Cattle Management (ABS TCM Ltd.) a local distributor of dairy genetics from American Breeders Service (ABS) reported 1200 serious trade contacts, US\$ 324 on-site sales and four new clients. World Wide Sires (WWS) East Africa Ltd., also a local distributor of U.S. dairy genetics reported 2000 serious trade contacts, US\$ 735 on-site sales and 30 new clients.

South Africa, Burundi, Tanzania, and Sudan promoted a few food products at the Nairobi International Trade Fair.

In general, Kenyan trade fairs are educational, targeting primarily local farmers, public, and support industries. In addition, they do not include promotional activities aimed at building demand for food products, offer limited market opportunities, and do not address constraints facing exporters. As a result, these trade fairs do not currently provide an acceptable venue for U.S. food companies interested in exporting to Kenya and surrounding markets high value consumer-oriented products. However, the trade fairs offer an excellent venue for intermediate products like planting seeds and livestock genetics and some bulk commodities.

## Statistical Summary

Business Fair, September 4-5, 2008, Eldoret, Kenya

Nairobi International Trade Fair, September 29-October 5, 2008, Nairobi, Kenya

### Profile of Exhibitors:

Total number of exhibitors	497
Foreign exhibitors	102
U.S. exhibiting companies	2
Number of local distributors of U.S. products	5

### Profile of Visitors:

Total estimated number of visitors	682,000
Estimated number of contacts made by U.S. companies	2,470
Number of serious contacts made by U.S. companies	24

### Products promoted

U.S. companies and distributors promoted planting seeds (corn, vegetable, cotton and oilseeds), corn starch and corn derived food ingredients, dairy genetics, and grain silos.

South Africa, Tanzania, Burundi and Sudan promoted rice, coffee, cashew nuts, herbal products, spices, gum Arabic, sugar, wine, and sugar.

### Recommendation

Post encourages U.S. food companies interested in doing business in east Africa to consider participating in the annual Gulf Food Show held in Dubai, UAE. It is the biggest food show in Africa and Middle East and very attractive to east African buyers. U.S. exporters of intermediate goods should consider participating in the Kenyan trade fairs.